

is an opportunity to build up production in different countries. It means that there will be new working places and unemployment will probably decrease.

Besides, I believe that as a result of the world market expansion, the quality of goods may increase, but the prices will go down.

In addition to the above said, the important prospect of economic globalization is the global change of competition. Elimination of trade barriers means that there will be a decrease in national manufacturing and dominance of transnational production. Thus, small national companies won't be able to survive whereas large ones will have an opportunity to develop globally.

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ECONOMIC SECURITY OF THE ENTERPRISE IN MODERN ECONOMIC CONDITIONS

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At present, the processes of integration and business globalization are becoming active. In this regard, the issue of ensuring economic security at the level of an individual country, at the level of individual regions and enterprises, is acutely raised. To date, the necessary condition for the effective operation of any enterprise is the development of new and improved existing mechanisms for increasing economic security.

Issues related to the economic security of enterprises in the modern period have been studied by such foreign and domestic scientists as V. Kaponenko, A. Bepalko, A. Vlaskov, V. Gusev, B. Kuzin, M. Meņdnikov, V. Bogomolov, M. Myasnikovich, S. Polonik, V. Puzikov, T. Ivanyuta, A. Zaichchkovsky, V. Yarochkin, S. Pokroplyevny, A. Ivanilov, N. Kurkin, A. Ariefev, T. Kuzenko, P. Orlov, V. Dukhov, D. Zerkalov and others. At the same time, the question of the establishment and effective functioning of the system of economic security at the enterprise, many approaches to the strategy and methods of its provision, requirements and properties, remain relevant and require further scientific research.

In the scientific literature on economic security there are a large number of definitions of economic security of enterprises. Each of the following definitions is an expression of the views of different authors. That is why it makes sense to investigate this issue from different points of view and from different sides for a more complete definition of this category.

The economic security of the enterprise is a complex category that characterizes the ability of the system created at the enterprise to withstand the destabilizing effect of external and internal factors in order to ensure the effective use of its resources, available market opportunities, as well as fulfill other statutory tasks in the current period and in the future [1].

The economic security of an enterprise is the state of the most efficient use of resources in order to eliminate threats and ensure the efficient and stable functioning of the enterprise in the current and prospective period [2].

In modern economic conditions, the enterprise is an open system that operates in a complex external environment characterized by instability and constant dynamics. This requires management to quickly solve current problems and adapt to new conditions. From this point of view, the economic security of an enterprise has a double character: on the one hand, it ensures the possibility of its own functioning, on the other hand it is an element of the economic security of a higher-level system and a subject ensuring the fulfillment of functions by a region, a state.

The economic security of an enterprise depends on the interaction of many factors. Some can be considered definite (number of employees, technical characteristics of fixed assets). Others undergo significant changes (fluctuations in prices, supply and demand levels, and investment activity).

Economic security of the enterprise is provided at the operational and strategic levels. At the operational level, the current tasks are solved, which are connected with optimization of the process of using available resources, on the strategic - the formation of guidelines for the enterprise in the future.

The proper level of economic security of the business is a key to the social and economic development of the state, especially in the context of accelerating the processes of Ukraine's integration into international economic organizations.

Consequently, economic security is a complex and multi-faceted concept, as evidenced by different approaches to defining this category. In today's economic conditions, economic security should be considered as a complex system, which depends on the interaction of many factors. In considering this category, it should not be confused with other concepts such as economic potential.

The timely detection and neutralization of various types of threats, which destabilize the company's activities, determining the ways of forming an effective system of economic security should become important tasks in the activities of each enterprise.

In the modern world, a detailed analysis of the conditions and factors of economic security allows the company to develop timely measures and systems of protection against dangers and threats. The more developed such systems, the less destructive forces that reduce the security parameters.

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THE SHARING ECONOMY IMPLEMENTATION AS A FACTOR OF SOCIOECONOMIC CHANGES IN UKRAINE

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The idea of the sharing economy (from the English word ‘to share’) or a Peer-to-Peer economy evolved at the end of the first decade of the 21st century and almost immediately gained worldwide popularity. In general, it can be defined as a socioeconomic system based on sharing access to resources. The sharing economy can be considered as an alternative model to the classical economy with respect to an individual and people cooperation.

It should be noted that the emergence of the sharing economy concept is connected with the reduction of expenditures on non-essential goods, which was caused by the global economic crisis in most countries and rapid development of technology.

The concept of a Peer-to-Peer economy is to combine a wide range of digital platforms and online platforms from successful profitable companies like Airbnb or other companies providing accommodation to small ventures dealing with collective repair works, providing tools, or financing joint projects.

The principles enhancing the development of the sharing economy are as follows: time and resources saving, economic benefit through income generation and rational consumption [1].

The success of the concept is achieved by the main driving forces such as the emergence of social networks enabling not only to develop its brand, but also to become a reliable platform to promote sharing companies all over the world, the global economic crisis and environmental problems [2].

After the global financial crisis of 2008, the society realised that it would be necessary to move from the hyper-consumption, which was an essential feature of the 20th century, to the collaborative consumption. The latter is aimed at the exchange between the economic agents, which helps to reduce the accumulation of unnecessary things, the amount of garbage, and, therefore, significantly reduce environmental pollution. In addition, people began to trust and help each other